

ORDER



Orders
Order / Rev: 683984
Alt Order #: 06145440
Product Desc: ISSUE
Estimate: 1192
Flight Dates: 10/30/12 - 11/12/12
Original Date / Rev: 09/19/12 / 09/19/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Great American Media/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW, Ste. 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Democratic Congressional Campaign
Demographic: A35+
Product Codes: IS-Candidate/US House
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/12/12	165	\$196,650.00	\$167,152.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	165	\$196,650.00	\$167,152.50	0.00
Totals	165	\$196,650.00	\$167,152.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	25%	\$196,650.00
Market	100%	\$786,600.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	18%	\$141,588.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	1%	\$7,866.00
KSTP	16%	\$125,856.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	1%	\$7,866.00
WCCO	35%	\$275,310.00
WFTC	4%	\$31,464.00

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1	KARE	10/30/12	11/05/12	M-F 10-1035p KARE News 10p	CM	10-1035P	MTWTF--	:30	12	\$2,500.00	P-2	0.00	NM	12	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					12	\$2,500.00		0.00			
2	KARE	10/30/12	11/05/12	Tonight Show Tonight Show	CM	1035pm-1135pm	MTWTF--	:30	12	\$650.00	P-2	0.00	NM	12	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					12	\$650.00		0.00			
3	KARE	10/30/12	11/05/12	Days of Our Lives Days of Our Lives	CM	12-1p	MTWTF--	:30	3	\$275.00	P-2	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					3	\$275.00		0.00			
4	KARE	10/30/12	11/05/12	M-F 3-4p DR OZ	CM	3-4p	MTWTF--	:30	9	\$450.00	P-2	0.00	NM	9	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					9	\$450.00		0.00			
5	KARE	10/30/12	11/12/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	3	\$300.00	P-2	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					3	\$300.00		0.00			
		Week: 11/06/12	11/12/12	MTWTF--					3	\$300.00		0.00			
6	KARE	10/30/12	11/12/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	:30	12	\$850.00	P-2	0.00	NM	15	\$12,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					12	\$850.00		0.00			
		Week: 11/06/12	11/12/12	MTWTF--					3	\$850.00		0.00			
7	KARE	10/30/12	11/12/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF--	:30	9	\$1,200.00	P-2	0.00	NM	12	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					9	\$1,200.00		0.00			
		Week: 11/06/12	11/12/12	MTWTF--					3	\$1,200.00		0.00			
8	KARE	10/30/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	:30	15	\$1,200.00	P-2	0.00	NM	15	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					15	\$1,200.00		0.00			
9	KARE	10/30/12	11/12/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	MTWTF--	:30	9	\$750.00	P-2	0.00	NM	12	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					9	\$750.00		0.00			
		Week: 11/06/12	11/12/12	MTWTF--					3	\$750.00		0.00			
10	KARE	10/30/12	11/05/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm	MTWTF--	:30	9	\$1,400.00	P-2	0.00	NM	9	\$12,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					9	\$1,400.00		0.00			
11	KARE	10/30/12	11/12/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	9	\$750.00	P-2	0.00	NM	12	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					9	\$750.00		0.00			

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11	KARE	10/30/12	11/12/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	9	\$750.00	P-2	0.00	NM	12	\$9,000.00
COMMENTS APPLY TO SUB LINES A THRU B TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12		11/05/12	MTWTF--						9	\$750.00		0.00			
Week: 11/06/12		11/12/12	MTWTF--						3	\$750.00		0.00			
12	KARE	10/30/12	11/05/12	M-F 9-10a TODAY	CM	9-10a	MTWTF--	:30	9	\$275.00	P-2	0.00	NM	9	\$2,475.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12		11/05/12	MTWTF--						9	\$275.00		0.00			
13	KARE	11/05/12	11/05/12	Mon Prime Other VOICE	CM	Mon Prime Other (6:58 PM-9:00 PM)	M-----	:30	3	\$4,750.00	P-2	0.00	NM	3	\$14,250.00
VOICE-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/11/12	M-----						3	\$4,750.00		0.00			
14	KARE	11/03/12	11/03/12	KARE News 10p Sa KARE News 10p Sa	CM	10-1030P	-----S-	:30	3	\$2,250.00	P-2	0.00	NM	3	\$6,750.00
KARE11NWS-10SA<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S-						3	\$2,250.00		0.00			
15	KARE	11/03/12	11/03/12	Saturday Night Live Saturday Night Live	CM	1030P-1202A	-----S-	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S-						3	\$1,500.00		0.00			
16	KARE	11/03/12	11/03/12	Notre Dame Football Notre Dame Football	CM	Various (2:28 PM-6:00 PM)	-----S-	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
ND FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S-						3	\$500.00		0.00			
17	KARE	11/03/12	11/03/12	SAT TDY NBC Today Show (Sa)	CM	6-8a	-----S-	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S-						3	\$250.00		0.00			
18	KARE	11/03/12	11/03/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	6	\$700.00	P-2	0.00	NM	6	\$4,200.00
KARE11 NWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S-						6	\$700.00		0.00			
N 19	KARE	11/04/12	11/04/12	Post NFL Late News Post NFL Late News	CM	1030-1105P	-----S	:30	3	\$2,500.00	P-2	0.00	NM	3	\$7,500.00
KARE11NWS-10<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S						3	\$2,500.00		0.00			
20	KARE	11/04/12	11/04/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
KARE11WS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S						3	\$900.00		0.00			
21	KARE	11/04/12	11/04/12	NFL Regular Season Fo NFL Regular Season F	CM	Various (7:15 PM-10:30 PM)	-----S	:30	3	\$7,000.00	P-2	0.00	NM	3	\$21,000.00
NFL SUN FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S						3	\$7,000.00		0.00			
22	KARE	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S						3	\$300.00		0.00			

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22	KARE	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
				SUN TODAY-NBC											
N23	KARE	11/01/12	11/01/12	Thu Prime AWAKE	CM	Thu Prime (9:00 PM-10:00 PM)	---T---	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
				AWAKE-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		3				\$2,000.00		0.00			
N24	KARE	10/31/12	10/31/12	Wed Prime ROCK CENTER	CM	Wed Prime (8:00 PM-9:00 PM)	--W----	:30	3	\$1,300.00	P-2	0.00	NM	3	\$3,900.00
				ROCK CENTER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----		3				\$1,300.00		0.00			
													Totals	165	\$196,650.00